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WHAT IS CLAIMED IS:

- 1. A multi-article storage carrier comprising a sheet of flexible material having on one surface a plurality of compartments for enclosing said articles and on the other surface securing and carrying means for the carrier when assembled, said securing and carrying means being so arranged as to compactly secure the carrier and provide carrying means when the sheet of flexible material is folded at least once each in its longitudinal and transverse dimensions to enclose said compartments and articles in the interior of said carrier.
- 2. The carrier of claim 1 which comprises attachment means along at least one side suitable for hanging the carrier up in open position.
- 3. The carrier of claim 2 wherein said compartments are arranged with their open sides oriented to face upward when said carrier is hung up in open position.
- 4. The carrier of claim 1 wherein at least a portion of said compartments are fitted with closure means to enclose the articles securely.

- 5. The carrier of claim 4 wherein said closure means comprise flaps of flexible material.
- 6. The carrier of claim 4 wherein said closure means comprise at least one of zippers, hooks and eyes, hook and loop material or snap fasteners.
 - 7. The carrier of claim 1 which comprises a plurality of compartments arranged along two opposing edges of said sheet which are sized and configured to contain accessories, and at least one set of compartments located in the central portion of said sheet which are sized and configured to contain fashion dolls or action figures.
 - 8. The carrier of claim 7 wherein said central compartments are sized and configured to contain at least one fashion doll and said compartments arranged along said edges are sized and configured to contain accessories for said doll(s).
- 9. The carrier of claim 1 wherein said carrying means comprise at least two straps which are so located and configured as to serve as either handles or carrying straps when said carrier is folded, and are also adapted to help secure the folded carrier in place.

10. The carrier of claim 9 wherein said straps are adjustable in length and can be used for carrying said carrier from the shoulder or to secure said carrier upon the back as a backpack.

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- 11. The carrier of claim 9 wherein said securing means comprise at least one strap which can be used to secure said carrier in folded position, either by passing said strap completely about said carrier and connecting the ends of said strap, or by securing said carrying straps together.
- 12. The carrier of claim 11 wherein said securing means comprise at least one securing piece attached to said sheet adjacent said carrying straps and a securing strap attached thereto which can be passed about the carrier in folded condition with said securing strap substantially parallel to said carrying straps.
- 13. The carrier of claim 1 wherein said sheet can be folded at least twice in each direction to enclose said articles and configure said carrier for storage or transport.
- 14. The carrier of claim 1 wherein said said flexible sheet comprises at least one layer of a fabric.

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- 15. The carrier of claim 13 wherein said fabric is selected from the group consisting of woven and nonwoven fabrics of natural and synthetic fibers.
- 5 16. The carrier of claim 14 wherein at least one layer of said fabric contains cushioning material.
 - 17. The carrier of claim 14 wherein said sheet of flexible material is suitable for use as a blanket or mat when said articles are removed.
 - 18. The carrier of claim 14 wherein said sheet of flexible material comprises as least one layer of a water-resistant material.
 - 19. A multi-article storage carrier comprising a flexible sheet of material of substantially rectangular shape, having on one surface a plurality of compartments formed and arranged to contain various articles of certain sizes and shapes, with a series of said compartments arranged along opposing sides of said sheet and at least one series of compartments arranged in the central portion of said sheet on the same surface, between said compartments along said edges, said compartments each having at least one opening to receive said articles, with all said

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openings being oriented in the same direction;

said compartments being so arranged upon said sheet as to be completely enclosed within said carrier when said sheet is folded at least once in each direction; and

on the other surface of said sheet, at least two carrying straps arranged parallel to two sides of said sheet so that they are exposed when said carrier is folded to enclose said articles, with at least one additional strap provided which can be arranged perpendicular to said carrying straps to encircle the folded carrier to secure it in the folded position.

20. A multi-article storage container comprising a flexible sheet of material of substantially rectangular shape, having on one surface a plurality of compartments formed and arranged to contain various articles of certain sizes and shapes, with a series of said compartments arranged along opposing sides of said sheet and at least one series of compartments arranged in the central portion of said sheet on the same surface, between said compartments along said edges, said compartments each having one opening to receive said articles, with all openings being oriented in the same direction and comprising closure means;

said sheet further comprising attachment means arranged along an upper edge of said sheet towards which the compartment openings are directed so that said carrier can be hung vertically

for storage and display;

said compartments being so arranged upon said sheet as to be completely enclosed within said carrier when said sheet is folded or rolled at least once in each direction; and

on the other surface of said sheet, at least two carrying straps arranged parallel to two sides of said sheet so that they are exposed when said carrier is folded and rolled to enclose said articles, with at least one additional strap provided which can be arranged perpendicular and/or parallel to said carrying straps to encircle the folded and rolled carrier to secure it in the folded position.